

# THE PROGRESS OF INDIAN AND CEYLON TEA.

DEAR SIRs,

The taste for Indian and Ceylon Tea, which has become so deep-rooted in Great Britain, has of late years been extending to other countries where its qualities are gradually becoming recognized. The following diagrams were designed to show the progress of the trade, and we commend them to your kind notice.

We are, DEAR SIRs,

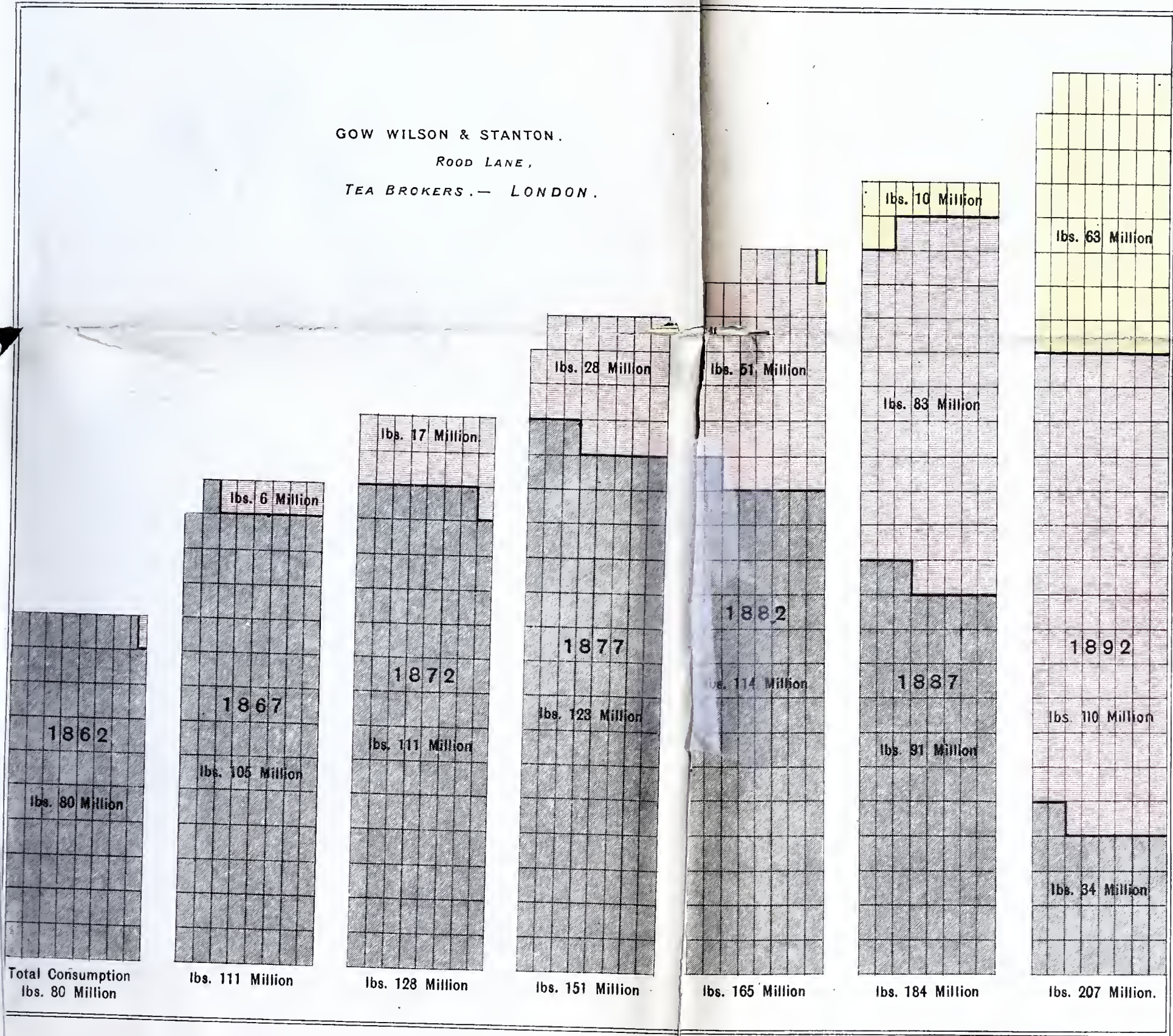
Yours faithfully,

GOW, WILSON & STANTON,

Tea Brokers.

13, ROOD LANE, LONDON, E.C., June, 1893.

THIRTY YEARS' RECORD OF THE TEA TRADE IN THE UNITED KINGDOM.



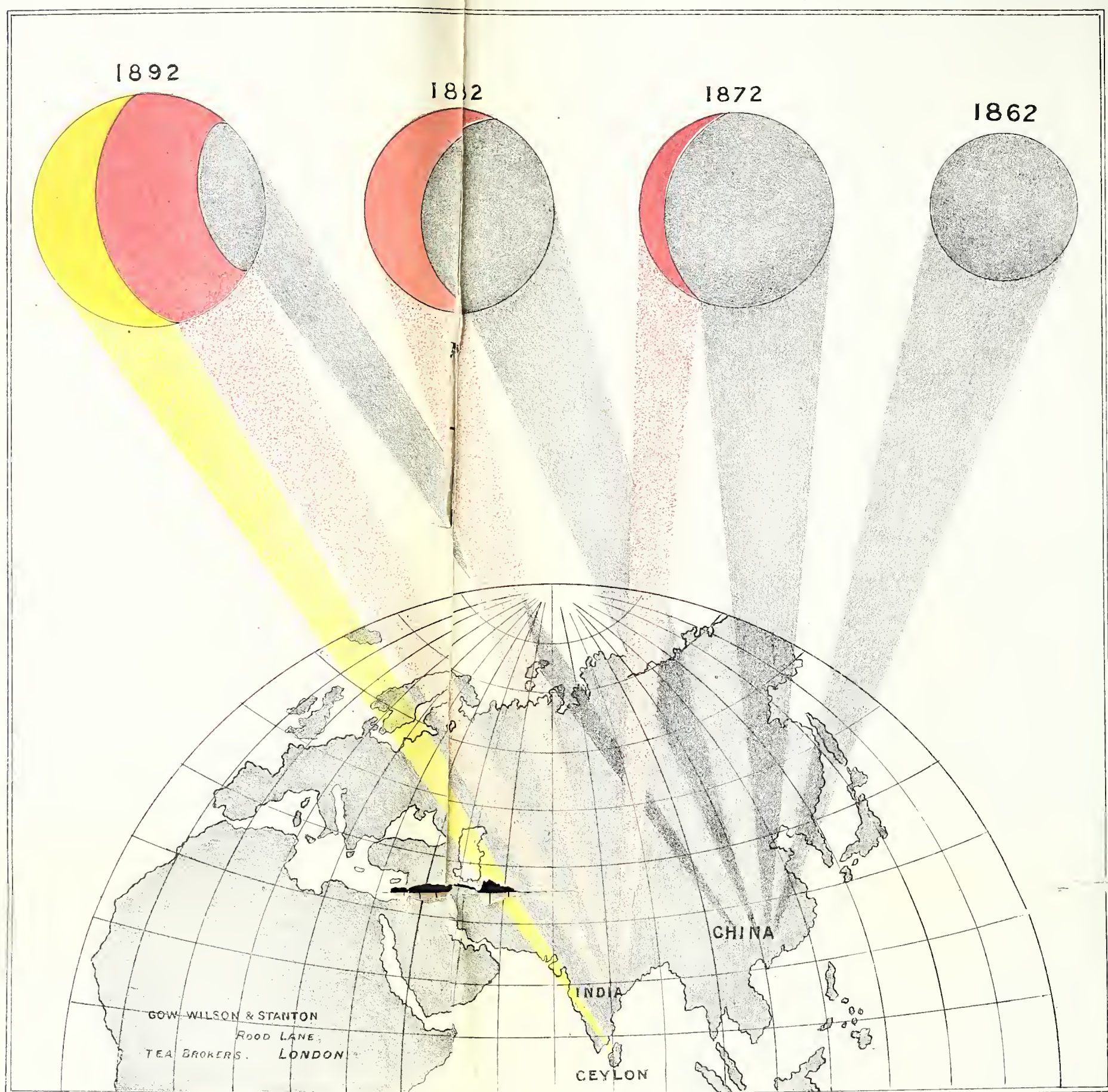
Each Block represents One Million Pounds of Tea consumed.

Indian  Ceylon  China

This Diagram in an enlarged form is placed in the Indian and the Ceylon Courts at the CHICAGO EXHIBITION and in the Ceylon Court at the IMPERIAL INSTITUTE.



# THE RISE OF INDIAN AND CEYLON TEA, AND THE ECLIPSE OF CHINA TEA.



THE AREA IN EACH CIRCLE REPRESENTS THE QUANTITY OF TEA CONSUMED IN GREAT BRITAIN IN THE YEAR NAMED.

- The RED area in each circle represents the quantity of Indian Tea used.
- The YELLOW area in each circle represents the quantity of Ceylon Tea used.
- The BLACK area in each circle represents the quantity of China Tea used.

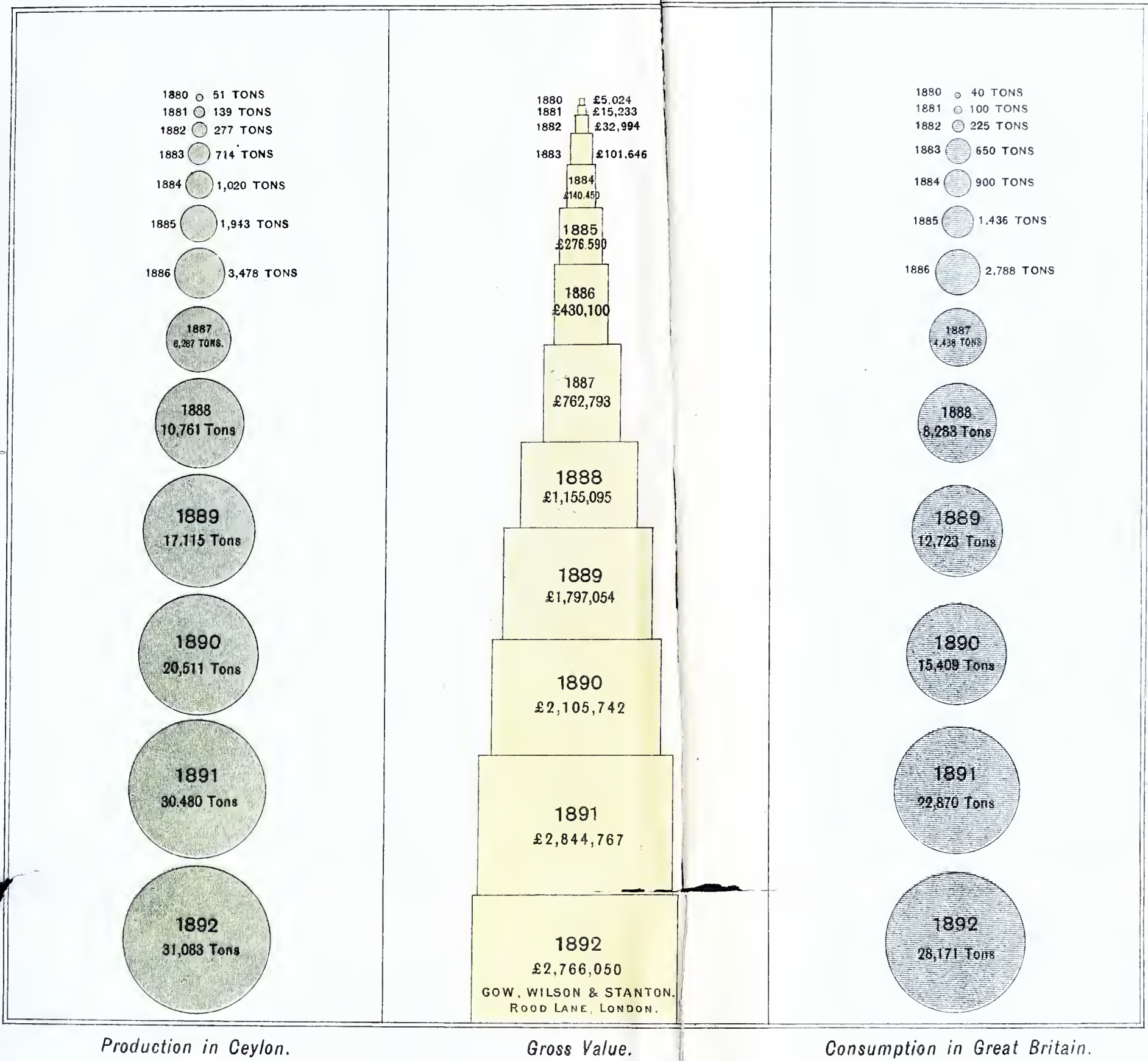
*The above Diagram in an enlarged form is exhibited in the Indian Court at the CHICAGO EXHIBITION.*

Had not last Season's Tea Crop from India and Ceylon proved to be considerably below the estimated quantity, the need of assistance from foreign markets would have been much more keenly felt.

Simultaneous short crops from both countries proved a temporary relief to the industry in general, but increased production must be anticipated in the near future, and therefore no effort should be spared to develop every existing outlet, as well as to open up new markets, wherever such is possible.



THIRTEEN YEARS' HISTORY OF CEYLON TEA.



The above Diagram in an enlarged form is exhibited in the Ceylon Courts, both at the IMPERIAL INSTITUTE and at the CHICAGO EXHIBITION.

Increasing supply can only with safety be met by increased demand—a fact of vital importance to the welfare of the industry. Energy and determination can effect much, and if in two years the quantity of Indian and Ceylon Tea taken by markets outside Great Britain could be raised from *fourteen million pounds to twenty million pounds*, as actually occurred in 1890 and 1891, there is the strongest encouragement to foster this branch of the enterprise in every possible way.

With this object in view, the Commissioners for India and Ceylon at the World's Columbian Exposition have taken steps for the representation of Indian and Ceylon Tea at Chicago, where packets will be freely distributed, thus bringing these Teas prominently before the numerous visitors, who will assemble there not only from America and Canada, but also from Europe and, doubtless, many other parts of the world.

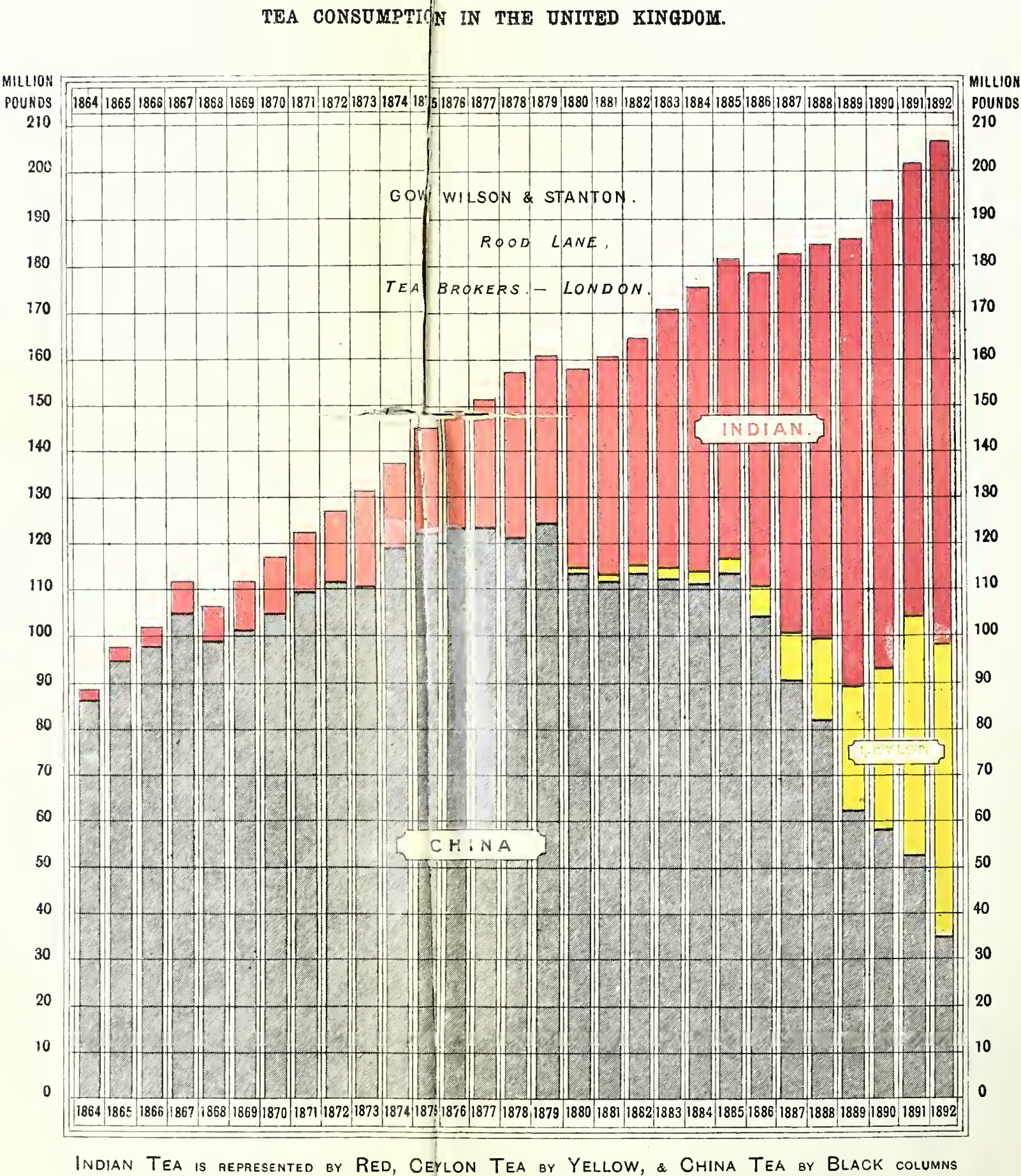


The Commissioners have also thought it well that diagrams should be placed in the Courts, illustrative of the remarkable development in the Indian and Ceylon Tea trades, and the popularity attained by these Teas over those of China.

By permission of the authorities at the Imperial Institute, diagrams have also been placed in the Indian and Ceylon Courts to show the rapid growth in the use of British Grown Tea, and the consequent decline in the trade of China Tea in the United Kingdom.

GOW, WILSON & STANTON,  
*Tea Brokers.*

13, ROOD LANE, LONDON, E.C., June, 1893



*This Diagram is exhibited in an enlarged form in the Indian Court at the IMPERIAL INSTITUTE.*